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Bernalillo County

Economic Development



Cooking Up Jobs

By Rivkela Brodsky
Journal Staff Writer

The county and the city have come up with a tasty idea to preserve and create jobs.

It's still in the planning stages right now, but officials at Bernalillo County Economic Development and the city are organizing a Taste of New Mexico event to be held at Civic Plaza on Oct. 8-9 during Balloon Fiesta. The idea is to promote New Mexico's restaurants, wineries and breweries by allowing 50 of them to set up booths for free to sell products or let people sample portions of their menus.

"We're giving them a platform highlighting their business," said Charles Ashley III, marketing specialist for Bernalillo County Economic Development. "We are hoping they make a profit and gain some business, gain more customers. More business turns into more jobs." Participating businesses may even make some temporary hires for the event, said Carol Wight, CEO of the New Mexico Restaurant Association. Daniel Gutierrez, director of Bernalillo County Economic Development, said the idea was born out of the department's Increment of 1 Small Business Summit held in February at Albuquerque Studios. The summit was organized as part of the department's Increment of 1 initiative, which aims to create 500 jobs over two years by helping small businesses sustain or expand their companies.

"Restaurant owners came to us and said, 'We are the forgotten ones. We are the hardest hit (in this economy),' " Gutierrez said. "We thought, 'What can we do to help New Mexico (restaurants)?' It's just a beginning step." So far, the New Mexico Restaurant Association is on board along with four restaurants. Yanni's Mediterranean Restaurant is one of them.

"Obviously, the idea is to get more people familiar with our restaurant, just get a little bit more

exposure, get the restaurant busier in the long run and create more jobs," said Jimmy Daskalos, Yanni's co-owner. Wight said this event is unique because it is free for eateries to participate. Typically, these kinds of events are costly for them, she said.

"It was always at the restaurant's expense," Wight said. "The county is really doing this in a way that is really creating some economic benefit for the restaurants involved." The New Mexico Wine Growers Association is also participating, as are eight wineries and one brewery.

The event is expected to feature 25 restaurants and 25 wineries and breweries. To participate, restaurants must fill out an application and submit it to Bernalillo County Economic Development. Final selections will be made in August, Ashley said. The event will be free to attend, but if you want to eat or drink, you will need to purchase coupon books. Details are not yet final. The cost of the event will be covered by sponsors, not taxpayers, say officials at Bernalillo County Economic Development. The county is still seeking sponsors.

Wineries/breweries that have signed up

- Wines of the San Juan
- St. Clair Winery
- Vivac Winery
- Matheson Wine Co.

Eateries participating thus far

- Albuquerque Tortilla Co. Inc.
- Little Anita's New Mexican Foods

To sign up

If you want to be one of the restaurants or wineries/breweries featured in the Taste of New Mexico event, call 468-7185 and ask for Charles Ashley III or Jesse López.

Bernalillo County Economic Development also offers resources and assistance for businesses in Bernalillo County. Call the department or visit them online at www.bernco.gov/ed

www.bernco.gov/ed
for more information



The Taste of New Mexico Rock This Restaurant Makeover



Rock This Restaurant is a community wide project where many local businesses are coming together to do a makeover for a deserving local restaurant.

Here's how it is going to work... The public will nominate and vote for their favorite local restaurants or one they feel meets the project criteria. Then the makeover team will make over the top selected restaurant as kind of a "local stimulus". The selected restaurant will be a local business owner who has great food and a passion for what they do; they will be community involved and in need of some help to promote their restaurant. The whole project will be turned into a local TV show. The makeover team will be made up of local celebrities and business professionals and the makeover itself will be supported by local companies and the public.

It will be a fun opportunity to bring the community together as well as bring a lot of attention to the Eat Local message.

Behind the scenes our makeover team will be working with a number of nominated restaurants to provide advice and assistance in the areas of marketing & branding as well as food service consulting and other things to grow their business. The top nominated restaurants will be given a role in the upcoming Taste Of New Mexico event (this coming October) which is put on by Bernalillo County in addition to the top restaurant receiving a makeover by the makeover team.

The public face of the project will be a fun community initiative. The behind the scenes of the project is all about local economic development and helping restaurants grow their business. In fact, the project is being done in partnership with Bernalillo County's Economic Development Department and ūPUBLIC who is acting as project facilitator and the producer of the TV program.

Everyone is invited to get involved. Local business who want to donate labor or materials should contact Rick Metz at ūPUBLIC (rick.metz@upublic.tv). Individuals should nominate their favorite local restaurant and then be prepared to vote them to the top. Media partners who can help push the Nominate/Vote message or who want to get involved with the Taste of New Mexico Event should contact Jesse Lopez at the County's Economic Development office or John Padilla at ūPUBLIC TV (john@upublic.tv)



"Behind the Scenes" with FilmBernco

"Spotlighting" CrewNewMexico.com

crewnewmexico.com is New Mexico's keynote film industry directory and information resource, helping connect local individuals and businesses to visiting film and TV productions.

Their online directory features over 600 cast, crew, and film supporting businesses from [across the economic spectrum](#) - including hotels and vacation rentals to lawyers, studios, photographers, realtors, providers of post-production services and many more. In just 20 months, crewnewmexico.com has gone from a start-up to one of the most recognized names in the New Mexico film business.

Their E-Newspaper, the [New Mexico Movie News](#), is sent to over 10,000 filmmakers in New Mexico, LA and beyond it helps promote individuals and businesses direct to a resource-and-service intensive industry. Reaching outside the NM state borders helps The Movie News increase the visibility of New Mexico in a competitive production environment.

By providing the industry with a dynamic and easy-to-use resource, crewnewmexico.com contributes to the profile of New Mexico as one of the world's leading places to shoot, Albuquerque as one of the top places in the country for filmmakers to live and work, this resource helps local businesses and political entities understand how to sustainably integrate their constituents into the film world.

In addition crewnewmexico.com founder Daniel Taras also consults for production communities nationwide and lectures regularly about the risks, rewards and opportunities of being involved in such a dynamic, high-profile industry.



Capturing Your Inspiration

What's Filming in Bernalillo County?

Cowboys and Aliens- DreamWorks Feature Film
Lemonade Mouth- Disney Feature Film
In Plain Sight- USA Original TV Series
Scoundrels- ABC TV Series
The Odds- CBS TV Series

Contact

Charles L. Ashley III
Bernalillo County
FilmBernco, Marketing
(505)468-7817

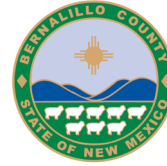
“Increment of One” Initiative Partner: The Loan Fund



The Loan Fund, an “Increment of One” Initiative partner with Bernalillo County, provided over \$5 million in loans to more than 70 businesses located within the County during 2009. These businesses employed over 500 individuals and had gross receipts of over \$44 million annually.

Since the “Increment of One” announcement event in February, The Loan Fund has deployed over \$1.2 million to 18 businesses in Bernalillo County that employ more than 120 individuals and have gross receipts exceeding \$7 million. These businesses include bus and trucking companies, cabinet shops, general contractors, restaurants and other hospitality enterprises, radio stations, and automotive, beauty, fashion and retail shops.

This Loan Fund is the only alternative lender in New Mexico that also provides loans to non-profit agencies. Some clients have included the New Mexico Jazz Workshop, Southwest Creations Collaborative, Sawmill Land Trust, Escuela del Sol Montessori and Atrisco Heritage Foundation.



South Valley Economic Development Center; Meat Production

The USDA administrative approval has been given. This opens the door for the South Valley Economic Development Center to move forward with wholesale meat production. The USDA administrative approval has been given to the SVEDC to proceed with the meat production application. The next step is to satisfy the technical requirements pertaining to the SVEDC operations and programming.

In the past year a lot of work has been done by Bernalillo County, SVEDC Staff, USDA Staff, with the help of Senator Jeff Bingaman’s Office to bring about this approval.

To initiate the meat production program SVEDC Staff and Bernalillo County Staff will be working closely with the company Hands Up to insure all the Bernalillo County Environmental Health Department and USDA health requirements are met. Hands Up has already completed their Hazard Analysis Critical Control Points Plan. Because they are the only company that has a completed plan. Hands Up will be the initial company to hold the first Grant of Inspection. During this period the SVEDC and Bernalillo County will be developing a program to accommodate other meat producers.

Initially, Hands Up will be starting with the production of meat for retail sales. We anticipate this process to be in production by the end of July.



South Valley Small Business Development Center Partnership with the Albuquerque Hispano Chamber of Commerce

In 2007 the Albuquerque South Valley SBDC (ASVSBDC) moved in as the anchor tenant for the Albuquerque Hispano Chamber of Commerce's (AHCC) new building at 1309 4th Street S.W., in the heart of Bernalillo. The objective of the ASVSBDC is to assist individuals wanting to start a new business as well as individuals with existing businesses. This assistance comes in the form of one on one counseling and classroom training. The ASVSBDC can assist with all business issues confronting today's businesses. Areas covered are financial statement analysis, cost analysis, inventory controls, cash flow analysis, breakeven analysis, business plans and loan packaging, to name a few. All services provided by the ASVSBDC -are at no cost to the public. As part of our mission, we have partnered with many organizations throughout Bernalillo County. One of our more strategic partners is the Albuquerque Hispano Chamber of Commerce. By becoming the Chamber's anchor tenant, this provided a great opportunity for both programs to come together as a one stop shop. By partnering, we are able to provide our services to a greater audience and with more visibility. The AHCC is organized to promote economic development, enhance economic opportunities, to provide business and workforce education with emphasis on the Hispanic and small business community. As a member driven organization, customer service is number one. The AHCC not only provides exemplary services to its membership, it also provides tremendous service to the community in the form of economic development and business training.

A recent example of this partnering is with Bernalillo County's initiative Increment of One. Both organization are working together to provide comprehensive services to our service area. Together, we provide service on both the micro and macro level of business and economic development. Increment of One provides us an opportunity to work with the County to identify and address small business issues and to identify small businesses that need some kind of assistance. This can be in the form of counseling, financial, procurement, training or any other technical assistance. By doing business through the Increment of One initiative, the small business community becomes the beneficiary in accessing services provided by both organizations.



New Mexico Native American Business Enterprise Center




Theodore Pedro
Executive Director
the American Indian
Chamber of Commerce
of New Mexico

The American Indian Chamber of Commerce of New Mexico has been awarded a cooperative agreement from the U.S. Department of Commerce - Minority Business Development Agency to operate the New Mexico Native American Business Enterprise Center for 2009-2012. The NABEC will operate through the utilization of business consultants and provide a range of technical assistance services directly to Native American and minority-owned businesses. The newly established Center will incorporate an entrepreneurial approach to building market stability and improving quality of services.

The Center will develop and build upon strategic alliances with public and private sector partners, as a means of reaching out and serving Native American and minority-owned firms with rapid growth potential within the State of New Mexico. MBDA's new strategic growth initiative is focused on serving emerging Native American and minority firms capable of impacting economic growth and employment. Ted Pedro, Executive Director, AICCNM stated "The NMNABEC will be a vital and essential program for our Native and minority communities in our State of New Mexico."

For more information contact the NMNABEC at (505) 243-6775.



BERNALILLO COUNTY'S Increment *OF* INITIATIVE

Where we started

October 2009—November 2009,
Small Business Listening tour

February 24 2010,
Small Business Summit, Albuquerque Studios
Aprox. 400 Small Business Owners Attend

Initiatives Launched

March 2010
Text Messaging Service
Text bernco to (505)903-1234

April 2010
Small Business of the week at www.bernco.gov/ed

April 2010—June 2010
Vendor fee waived for small businesses

What's Next

**Coming in August 2010 Small Business Micro
Loans & Partnership Initiative**

Business Highlight

DuPont Landscape Systems and ForeverLawn to Market Synthetic Grass

DuPont Landscape Systems, a premier global supplier of landscape materials, and ForeverLawn, Inc., the leading synthetic grass company, are working together to market an innovative line of natural-looking synthetic grass products marketed under the brand name DuPont™ ForeverLawn® Select Synthetic Grass.

"DuPont has been a pioneer in the gardening and landscaping arena for years," said Jim Davis, product portfolio manager, DuPont Landscape Systems. "DuPont™ ForeverLawn® Select Synthetic Grass is a natural fit for the DuPont standard of excellence. ForeverLawn works hard to produce quality products, and we are excited to be working with them."

DuPont Landscape Systems plans to launch the new product line on its website and implement a cooperative plan with ForeverLawn to increase the products' market penetration in 2010.

DuPont™ ForeverLawn® Select Synthetic Grass is an innovative line of artificial turf that goes beyond the current offerings in the turf industry to provide an incredibly realistic look and feel. Providing a lush, well-manicured appearance, the synthetic turf features a low-sheen, multi-colored blade structure with a unique tan thatch to enhance the natural grass presentation. Developed on ForeverLawn's proprietary product platform, the turf utilizes a durable monofilament fiber that can withstand the wear and tear of heavy traffic. DuPont™ ForeverLawn® Select Synthetic Grass also offers ForeverLawn's premium backing system and requires minimal infill, for a long-lasting, low-maintenance, high-quality option to almost any landscape application.

The DuPont™ ForeverLawn® Select Synthetic Grass line includes four products: Select VR, Select LX, Select HD, and Select EL. Ranging in blade height, face weight, and green hues, each product offers its own level of

uniqueness. Whether the application is a small backyard area, or a full-scale commercial project, DuPont™ ForeverLawn® Select Synthetic Grass is truly "grass without limits."

The two companies have worked together on other projects including the annual Epcot International Flower and Garden Festival at Disneyworld held each spring. DuPont and ForeverLawn joined forces along with other companies on a zero net energy retrofit project called ReVISION Vegas that was recently showcased by Building Media, Inc., in conjunction with the International Builders' Show in Las Vegas. ReVISION Vegas is designed to showcase a full spectrum of green retrofit technologies and home performance upgrades. DuPont™ ForeverLawn® Select VR was installed in the backyard of the home to maximize water savings, and provide a soft, beautiful, usable surfacing solution.

"Partnering on this innovative product line has provided a great opportunity for both ForeverLawn and DuPont," said Brian Karmie, vice president of ForeverLawn. "We are excited to join the quality family of products at DuPont Landscape Systems and bring this unique and innovative line of artificial grass products to even more people." Call Thomas Nanez at 505-797-8503 for more information.

About ForeverLawn

ForeverLawn provides innovative synthetic grass products to create better landscapes worldwide. In areas where real grass is difficult to grow or maintain -- due to high traffic or poor conditions -- ForeverLawn offers a realistic alternative that is beautiful, functional, and durable. In addition to its landscape lines, ForeverLawn also offers specialty products including K9Grass, SportsGrass, Playground Grass, GolfGreens, and SplashGrass.

ForeverLawn -- Grass without limits



Bernalillo County's Economy Brightens



County Commissioner Maggie Hart Stebbins, Governor Bill Richardson and Mayor Richard Berry announced that a German-based, non profit, solar energy development organization has announced plans to relocate two op-

erations to Albuquerque by the end of the year. The CSA Group's solar test laboratory and research and development center are expected to create up to 40 new jobs. The sites will be located in the Mesa del Sol development at 5600 University Blvd. SE near the airport, Sandia Labs, and the University of New Mexico.

Bernalillo County Economic Development Department will ask the Commission next Tuesday to approve the issuance of Industrial Revenue Bonds in the amount of \$3 million and the disbursement of the LEDA (Local Economic Development Act) monies that will include \$500,000 from the State of New Mexico and \$250,000 from Bernalillo County and the City of Albuquerque.

"CFV Fraunhofer research and development will add a new dimension to Bernalillo County's emergent solar industry," says Vice Chair Maggie Hart Stebbins. "This project helps build an economic climate that will attract companies who want to take advantage of our solar resources."

CSA is a leading research organization in Europe encompassing 60 research institutes and more than 17,000 employees. One of its four subsidiaries, Fraunhofer USA, operates six research centers in the United States, including the Center for Sustainable Energy Systems CSE, located in Cambridge, Massachusetts. It is affiliated with the Massachusetts Institute of Technology.



South Valley Economic Development Center Recognized by the Albuquerque Chamber of Commerce



The Greater Albuquerque Chamber of Commerce has selected its 2010 Small Business Advocate of the Year. Once a

year the Chamber recognizes contributions to the small businesses. This year Tony Gallegos, Executive Director of the Bernalillo County South Valley Economic Development Center was presented with the prestigious award. Presenting the award to Mr. Gallegos at the July 10 board meeting was outgoing Albuquerque Chamber of Commerce Chairman Del Archuleta President and CEO of Molzen-Corbin and Associates.

SVEDC is a component of the Rio Grande Community Development Corporation a non-profit organization that partners with Bernalillo County in the successful operation of the business incubator.

A colorful poster for the "Taste of New Mexico" event. At the top, it says "Bernalillo County Presents" in a script font, followed by "Taste of New Mexico" in a large, bold, red font. Below the text is a graphic of a fork with a circular seal in the center. The date "October 8 & 9" and location "Civic Plaza Downtown" are prominently displayed. The website "www.berncogov/ed" is at the bottom. The poster also features logos for the Bernalillo County Seal, the New Mexico State Seal, the New Mexico Wine Growers Association, and the New Mexico Restaurant Association. A large, stylized green leaf graphic is on the right side.

City of Albuquerque Mayor Richard J. Berry opened the new Albuquerque Business Center

The center is a unique place designed to assist new and growing companies by providing referrals and assistance, as well as offering business training programs, seminars and job fairs.

"It's all about making doing business easy," Mayor Berry said. "We're cutting the red tape in government and helping people who want to do business in Albuquerque do their business. It's that simple."

The ABC will also serve as a clearinghouse of local business information and resources. A vital important function of the center will be to act as a liaison with other City departments. Business owners will still have to navigate city government, but the center staff are trained to act as a guide. The ABC will serve the Albuquerque business community in three specific areas: resources, programs, and communications.

Earlier this year, Mayor Berry unveiled his **thrive!ABQ** economic development plan. **thrive!ABQ** is a three point plan that centers around buying local, making it easy to do business here, and attracting new companies. One element of the plan is called *Albuquerque Easy* and it is all about making it easier to do business in Albuquerque and with City government. The ABC was created as part of *Albuquerque Easy*.

"The Albuquerque Business Center is a new and exciting resource for local businesses," John Garcia, Director of the Economic Development Department stated. "We're looking to complement, not duplicate, the efforts of our existing local partners in the public and private sectors."

Physically, the ABC is located on the 11th floor (Room 1110) of City Hall, directly across the hall from Mayor Berry's office. Virtually, the ABC is located on the City's website at

<http://www.cabq.gov/>

econdevAlbuquerqueBusinessCenter.html

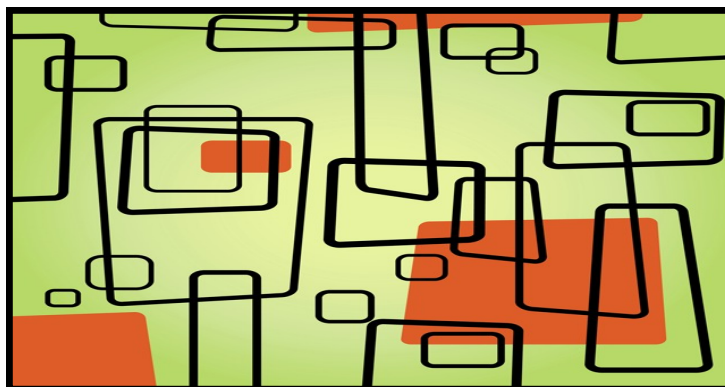
Let's Get Creative about the Economy

Bernalillo County artists have help in promoting their work.

Bernalillo County's Economic Development Department today announced a new component of its "Increment of One" initiative, focusing on the county's artists. Starting this Friday and running through mid-September, Bernalillo County is working with the non-profit Museum of New Mexico Foundation Shops to help local artists find new markets for their works and build the "creative economy."

"We know that New Mexico's artistic and creative character is a huge facet of our economy and one of the most overlooked opportunities for job creation. If we invest in our local artists and give them the resources to promote their works, we can create sustainable jobs here in Bernalillo County. We are fortunate to be able bring the expertise of the New Mexico Museum staff to help our local artists find new markets," says Commissioner Maggie Hart Stebbins.

"Buying Days": Artists will have the opportunity to schedule one-on-one consultations with Museum of New Mexico Shops staff at "buying days" to "audition" their products for the



website and receive advice on other potential markets for their products. Those days are scheduled for July 2nd, July 16th and September 17th at the Creative Albuquerque office at 102 Gold Street SW.

"Building Your Business" seminar: Museum Foundation Staff will present a seminar on August 28th, specifically focused on local artists and art-based businesses.

The objective is to get 25 new artists into the market place via the website and the museum shops.

Artists of all types are invited to participate in the program.

For more information on the three buying days and upcoming seminar, call the Museum of New Mexico Foundation Shops toll free at 877-567-7380. The Museum of New Mexico Foundation Shops' website is located at www.newmexicocreates.org.

"According to BBER, arts and cultural industries annually generate \$1.2 billion in revenues, \$413 million in wages, and 19,500 jobs, totaling 6% of all employment in the County," says Dan Gutierrez, Director of Economic Development. "Half of this activity is funded by dollars from outside the region, generating economic growth and opportunity."

